

## ORDER



**Orders**  
**Order / Rev:** 65623  
**Alt Order #:**  
**Product Desc:** General Election 2012  
**Estimate:** 1554  
**Flight Dates:** 10/16/12 - 11/11/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

WPTY - ABC24

**Primary AE:** Laura Lovejoy  
**Sales Office:** MEM  
**Sales Region:** Local

**Agency Name:** Archer Malmo Media M  
**Buying Contact:**  
**Billing Contact:**  
 65 Union Ave  
 Memphis, TN 38103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Cohen for Congress  
**Demographic:** A35-64  
**Product Codes:** US Congress  
**Priority:** P-4  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	26	\$2,100.00	\$1,785.00
10/29/12	11/06/12	20	\$1,525.00	\$1,296.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$2,100.00	\$1,785.00	0.00
November 2012	20	\$1,525.00	\$1,296.25	0.00
<b>Totals</b>	<b>46</b>	<b>\$3,625.00</b>	<b>\$3,081.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Lovejoy			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTY	10/16/12	11/06/12	M-F 6a-7a News ABC 24 News at 6a	CM	6a-7a	MTWTF--	:30	3	\$40.00	P-4	0.00	NM	10	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TW----					2	\$40.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$40.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$40.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$40.00		0.00			
N 2	WPTY	10/16/12	11/06/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$75.00	IPR	0.00	NM	11	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWT---					3	\$75.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$75.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$75.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$75.00		0.00			
N 3	WPTY	10/16/12	11/05/12	M-F 6p-630p News ABC 24 News at 6p	CM	6p-630p	MTWTF--	:30	3	\$75.00	IPR	0.00	NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TW-F--					3	\$75.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$75.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$75.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$75.00		0.00			
N 4	WPTY	10/16/12	11/05/12	M-F 10p-1035p ABC 24 News at 10p	CM	10p-1035p	MTWTF--	:30	3	\$100.00	IPR	0.00	NM	12	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 65623  
 Alt Order #:  
 Flight Dates: 10/16/12 - 11/11/12

Advertiser: Cohen for Congress  
 Product Desc: General Election 2012  
 Estimate: 1554

WPTY - ABC24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WPTY	10/16/12	11/05/12	M-F 10p-1035p ABC 24 News at 10p	CM	10p-1035p	MTWTF--	:30	3	\$100.00	IPR	0.00	NM	12	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					3	\$100.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					4	\$100.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					4	\$100.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$100.00		0.00			
N 5	WPTY	10/21/12	11/04/12	Su 10p-1035p ABC 24 News at 10p	CM	10p-1035p	-----S	:30	1	\$150.00	P-4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$150.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$150.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$150.00		0.00			
													Totals	46	\$3,625.00



# Cohen for Congress-General Election 2012

Order #: 1559-9290

Revision #:

Date: 10/15/2012

1:30 PM

Client: Cohen for Congress

Estimate: 1559

Vendor: WPTY-TV

Send Billing To: archer>malmo

Media: TV

Description: cohen/2012TV/Cohen- General-Additional

65 Union Avenue

Product: general

Flight Start Date: 10/15/2012 05:00 AM

Suite 500

Market: Memphis

Flight End Date: 11/11/2012 04:59 AM

Memphis, TN 38103

Primary Demo: Adults 35-64

Contact: Laura Lovejoy

Phone: 901.523.2000

Separation between spots: 30

Buyer: Susan Rogers

Fax: 901.260.4356

srogers@archermalmo.com

E-Mail: llovejoy@abc24.com

Phone: 321-7691

Fax: 452-1750

Affiliation: ABC 24

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/15 10/22 10/29 11/5	Total Spots 35-64	Adults Rtg/CPP
WPTY-TV								
23	Tu 6:00a-7:00a ABC 24 NEWS B	EM	\$40.00	\$34.00	30	1 0 0 0	1	0.8 \$50.00 \$42.50
24	Tu 10:00a-11:00a VIEW-ABC	DT	\$75.00	\$63.75	30	1 0 0 0	1	1.0 \$75.00 \$63.75
25	Tu 6:00p-6:30p ABC 24 NEWS	EN	\$75.00	\$63.75	30	1 0 0 0	1	0.9 \$83.33 \$70.83
26	Tu 10:00p-10:35p ABC 24 NEWS<	LN	\$100.00	\$85.00	30	1 0 0 0	1	2.6 \$38.46 \$32.69

Total Spots: 4 0 0 0  
 Total GRP/GIMP(000): 5.3 0.0 0.0 0.0  
 Total CPP/CPM:

Total Cost: \$290.00 \$246.50

*Added 9335*

*Added to 65623*

Signature:

SIGN TO CONFIRM AND FAX OR EMAIL BACK TO ME